

Approval Requested

  X   Final

       Preliminary

## Application for projects over \$500

**Organization Name:** WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

**Project Name:** CONSUMER MARKETING SEGMENTS: MUSCLE-POWERED MARKET SEGMENT

**Application Completed by:** MARYSUE COSTELLO AND JAN STODDARD

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Over the past three years, we had the opportunity to collect more information about the visitors coming to West Yellowstone, both data-driven and anecdotal. Through this information, we are learning more about specific activity-based and family-centric market segments that is changing our marketing mentality and approach.

We have verified that our best customers are our repeat customers. We have learned that a visitor may come for one specific purpose (for example, a cross country ski race or event) and return for a related, but different reason later (a family outing to ski in Yellowstone). We have also learned that our skier segment returns for cycling in early summer and/or hiking in early fall.

There are also publications (print and on-line) which have had the same finding. They are beginning to merge cross country skiing with biking and kayaking. Or, combining back-country hiking and skiing. They are starting to cross-promote seasons and activities.

In the past, our consumer media marketing projects were structured around specific events (a Ski Festival or the opening of Yellowstone Park for the winter). The event information dominated the ad and sometimes our secondary message was lost: West Yellowstone is a year-round destination for families offering a wide range of activities. We also focused the timing of our advertising close to these events for registration purposes, but then missed cross-seasonal marketing opportunities.

Subsequently, this year our marketing plan is reorganized to reflect these learnings. We have created projects to specifically focus on targeted events, promoting them as not just as an event, but a destination location. We have also identified two additional primary market segments: "muscle-powered" and motor-powered" activities. The "muscle-powered" activity market segment consists of these activities: cross country skiing, biking, hiking, water sports such as rafting and kayaking, photography, and fly fishing.

We plan to look for media opportunities that support year-round and cross-seasonal promotion of these activities. We are also looking for ways to engage visitors that come for one activity to try a "different" one in a return visit. We are in the process of identifying the advertising mix that best meets our objectives and will submit a full proposal in the near future.

## Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Maintain the same level of West Yellowstone Resort Tax Collections as the previous year (July 2010 through June 2011).
2. Maintain the same sewer flows as a rolling average over the previous 5 years.
3. Maintain the same number of lodging nights as the previous year (July 2010 through June 2011) as repeated by the West Yellowstone TBID.

## Refer to the portions of your marketing plan, which support this project.

- Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continue to expand our marketing potential by participating in partnerships with other tourism partners.

## How does this project support the Strategic Plan?

Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns.

Goal 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners.

Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination.

Goal 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

Detail pages attached ☒ Yes ☐ No

Detail Page

**Budget page must be attached for approval.**

Publication	Approximate Cost	Description
Silent Sports Package	\$3,100.00	2 issues, 2 1/3 page ads each
SkiTrax.com	\$1,250.00	5 month web skyscraper as 160x468
Jackson Hole Daily & Guide	\$1,100.00	multi-issue color ad, Jackson newspaper
Idaho State Journal	\$2,150.00	multi-issue color ad, Pocatello newspaper
Cross Country Skier,	\$700.00	Print &online
Master Skier,	\$1,000.00	Print &online
ID Mountain Express & Guide	\$3,600.00	multi-issue color ad, Sun Valley newspaper
Jackson Hole Daily & Guide	\$1,100.00	multi-issue color ad, Jackson newspaper

## West Yellowstone Chamber of Commerce

### CONSUMER MARKETING SEGMENTS: MUSCLE-POWERED MARKET SEGMENT

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative work for developing ads, banners, web pages, etc.	\$1,500	+	\$0	=	\$1,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$1,500</b>		<b>\$0</b>		<b>\$1,500</b>

<b>MARKETING/ADVERTISING:</b>					
Media purchase/placement	\$12,500	+	\$0	=	\$12,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$12,500</b>	+	<b>\$0</b>	=	<b>\$12,500</b>

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>	+	<b>\$0</b>		<b>\$0</b>

<b>OTHER:</b>					
	\$0	+	\$0	=	
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
<b>TOTAL</b>	<b>\$0</b>	+	<b>\$0</b>		<b>\$0</b>

<b>REGION/CVB PROJECT TOTAL</b>	<b>\$14,000</b>	+	<b>\$0</b>	=	<b>\$14,000</b>
-------------------------------------	-----------------	---	------------	---	-----------------